

For Immediate Release

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Bridgestone establishes a New Motorsports Management structure

TOKYO (January 31, 2025) – Bridgestone Corporation (Bridgestone) today announced a new motorsports management structure effective March 1st, 2025. In 2023, marking the 60th anniversary of its motorsports activities, Bridgestone reinforced its commitment to sustainable global motorsports initiatives. As part of these initiatives, the company is establishing a dedicated Motorsports Organization under the Global Chief Technology Officer. This is the first time the company has created a dedicated Motorsports Organization, which will enhance its motorsports initiatives from a management perspective as it moves to the next stage. Bridgestone plans to evolve this structure in line with the future growth and expansion of its motorsports activities.

For Bridgestone, motorsports activities are not only an origin but also a driving force behind our transformation into the company's vision of becoming a "Sustainable Solution Company." Under the new management structure, the company will further accelerate its initiatives to a higher level, including being selected as the sole tire supplier for the ABB FIA Formula E World Championship™ starting from the 2026-2027 season. By placing sustainable global motorsports at the core of its strategy, Bridgestone is taking on the challenge of building a "Sustainable Premium" brand. Moreover, it aims to leverage racing as a "Mobile Laboratory" to accelerate the evolution of the ENLITEN™*1 technology, which underpins its pursuit of ultimate customization while also advancing carbon neutrality and realizing a circular economy across the entire value chain.

The outline of the new management structure is as follows:

1. Establish the Motorsports Organization (Vice President and Senior Officer) under the Global Chief Technology Officer (Executive Vice President and Executive Officer)
2. Responsibilities of the Motorsports Organization: Motorsports tire development and technology
3. Appoint Hiroshi IMAI as the Head of the Motorsports Organization (Vice President and Senior Officer), effective March 1, 2025

4. Biography of Hiroshi IMAI:

- 1990: Joined Bridgestone Corporation

After working on tire development for automotive manufacturers in Japan and Europe, in 2003 he moved into motorsports tire development, including tires for Formula 1™, and race operations.



- 2009: Joined McLaren Racing Ltd.

He held various positions including Principal Engineer (Tyres), Principal Engineer (Vehicle Engineering), Chief Race Engineer, Director of Race Engineering, and Director of Tyres & Brakes Performance. In these roles, he contributed extensively to the company's Formula 1™ race engineering activities.

*Overview of McLaren Racing Ltd.:

Established in 1963, McLaren Racing is a racing team based in the UK. Since entering Formula 1™ in 1966, the team has achieved victories across the Triple Crown of Motorsports: the Indianapolis 500, the 24 Hours of Le Mans, and the Formula 1™ Monaco Grand Prix. In the 2024 Formula 1™ season, McLaren Racing secured the Constructors' Championship for the first time since 1998.

- January 2025: Departed McLaren Racing Ltd., after the 2024 Formula 1™ season end
- End of February 2025: Joins Bridgestone Corporation
- March 1st, 2025: Assigned as Vice President and Senior Officer,
responsible for Motorsports tire development and technology

Bridgestone strives to achieve the corporate commitment of "Emotion: Committed to inspiring excitement and spreading joy to the world of mobility" described in "Bridgestone E8 Commitment," through sustainable global motorsports activities. Motorsports is Bridgestone's passion – Always has been and always will be.

*1 TM marked brands used with but also without corresponding application or registration.